Abstract

A system and method for providing telemarketing
services through a hypertext network that interconnects
a telemarketing server system with a customer computer
and an agent computer. The telemarketing server accepts
a telemarketing request from the customer, and forwards
the request to the agent if the agent is available, and
to a queue if the agent is not available. When an agent
receives a request, communications are either
established between the customer and agent at once, or
else scheduled for a later time. Telemarketing
functions are implemented separately from media
transport functions through a hypertext network such
that the need for geographic centralization of
telemarketing agents is eliminated.

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